

# Funding the future for all.

**Waterside Campus  
naming opportunities.**

**University of Northampton Advancement Campaign 2018.**





## Our mission.

**We are the only University in the UK that has developed and implemented a whole-institution strategy based on a commitment to social innovation and social impact. Central to our mission, Transforming Lives + Inspiring Change, is enabling talented people from the most deprived communities to benefit from a university education.**

However, we cannot and will not achieve this alone. We work with people and organisations that share and support our mission to develop socially innovative ways of transforming the lives of everyone for the better. And it is more of these partnerships that we seek through our Waterside Campus Naming Opportunities Campaign. We are asking for donations to which we will use to provide bursaries to support talented young people from disadvantaged backgrounds to study at the University.

Throughout its history, the University of Northampton has consciously strived to enable people to overcome disadvantage and realise their full potential. Currently, 42% of our students are from groups classified as disadvantaged by the UK government, a much higher proportion than other UK universities.\* We exist to extend opportunities for higher level study to the widest possible audience, including groups under-represented in higher education (HE).

We are delighted and proud that the University of Northampton has been given the Gold Award in the Government's Teaching Excellence Framework – the highest rating possible which places it among the elite of the UK's higher education institutions.

The Teaching Excellence Framework (TEF), introduced in 2017 is the only official table which recognises high-quality teaching that better meets the needs of employers, business, industry and the professions, in addition to guiding students on the best places to study.

Of course, what happens to students once they embark on their studies, the support they receive, the experiences they undergo and the journey they take through the different stages of the learning cycle is also crucially important to enable them to be successful and grasp every available opportunity. We transform lives by working with our students in the classroom, through



**Based on the evidence available, the TEF Panel judged that the University of Northampton delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK.**

a huge range of extra-curricular activities and support, by helping them to develop the skills and behaviours that employers need, and by helping them to get a great job – or, indeed, start their own business.

We are therefore offering individuals and organisations the opportunity to name a facility or building at Waterside, our new home from autumn 2018. This is an exciting time to support the University and we hope you will join us on our journey.

**Professor Nick Petford,  
Vice Chancellor**

\*The national mean is 32%.

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**“ Our “blended” approach to learning increases the focus on seminars and tutorials that allow closer interactions between students and academic staff. ”**

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## **Waterside Campus.**

**Waterside is the future of the University of Northampton. It's a purpose-built campus designed to adapt to 21st century teaching. It will give students a personalised learning experience along with excellent opportunities to develop their academic knowledge and life skills.**

At the centre of the Waterside Campus is the new Learning Commons building - the beating heart of the University. It blurs the divides by bringing together students, resources, staff and spaces that would traditionally be separate. This building will be where most of the teaching takes place and will house a 24/7 library, catering facilities and bookable learning spaces.

The Creative Hub is a four-storey building which sits next to the beautiful marina on the River Nene. The building brings together creative and science disciplines in a flexible learning space and embodies the innovative spirit of the University.

It will house specialist teaching spaces such as laboratories and workshops for art, design, print, textiles, graphic communications and illustration.

Home to our largest Harvard-style lecture theatre, the Senate building is where we will host guest lectures, exhibitions and events. All the learning spaces in the Senate building are flexible meaning that students from all subject areas can work together.

# Why people have supported us.

**We are working with a range of organisations and individuals whose support enables people from disadvantaged backgrounds to go to university.**

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**“ Education is an engine of social mobility. ”**

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**Caroline Brocklehurst**

Former High Sheriff of Northamptonshire, 2016-17

**In 2017 I set up the High Sheriff's Scholarship at the University of Northampton for both degree apprentices and students studying for a degree.**

I did this because disadvantaged people are least likely to consider university and as a result miss the potential to find better employment. Businesses, the public sector, and society are missing out on those with untapped talent and whose first-hand experience of their community would place them in a better position to demonstrate the benefits of higher education and that university is for all. Britain has some of the lowest social mobility in the developed world. OECD figures show that our earnings are more likely to reflect our fathers' than any other country. Education is an engine of social mobility and I hope the scholarship helps some achieve this.

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**“ Maximising the talents of young people to enhance global competitiveness. ”**

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**Martin Lawrence, MBE**

Former local government officer and school governance professional

**There is a strong business case for economic growth and social cohesion by maximising the talents of young people to enhance global competitiveness.**

Businesses who are socially responsible and actively contribute to improving society enhance their brand and are more profitable. For individuals there is much satisfaction in being a good citizen and contributing to the success of others. There is robust evidence that higher education significantly improves the life chances of students from disadvantaged backgrounds and gives them access to graduate-level employment. At the University of Northampton the support is shaped to help them be inspired and transform their lives. I have left a legacy donation to support student scholarships and awards when I am not here to provide practical support personally. I would encourage others to consider this opportunity for their giving.

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**“ The more we put back into the town, the better it will grow. ”**

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**Luke Allebone**

Director, Michael Jones Jeweller, a Co-operative Business

**Our founder, Michael Jones, always encouraged us to help the less fortunate in Northamptonshire in any way possible.**

We believe that the financially disadvantaged have always been overlooked when education is in question, so the Co-operative, aware of the exciting development of the University in the town, has offered a full three-year bursary to two prospective undergraduates since 2016. The bursaries are available for residents of Northamptonshire who are unable to raise the relevant funds and who would possibly remain to operate in Northamptonshire. The more we put back into the town, the better it will grow. We believe that helping people achieve their dreams is a better accomplishment than any short-lived financial reward. We hope the students we support understand this philosophy, and that they will continue to promote these beliefs themselves.

# Waterside Campus naming opportunities.

**We are seeking to enhance the financial, academic and professional support available to young people from disadvantaged backgrounds.**

## **Recognising your generosity**

This will ensure that a University of Northampton education provides all people with fair and equal opportunities to succeed. This, in turn, will support our over-arching mission to increase student outreach, retention, progression, achievement and employability outcomes.

Our relocation to the Waterside Campus, on the banks of the River Nene and in the heart of Northampton, provides an opportunity for companies, trusts, foundations and individuals to support our mission to provide opportunities for all those with talent and potential.

Moreover, the new campus gives us the opportunity to recognise and thank the generosity of our supporters by naming buildings, rooms or seats.

Your involvement in the Waterside Campus naming opportunities advancement campaign means a unique opportunity to record your generosity and your support for young people from disadvantaged backgrounds.

We offer many forms of recognition, depending on the wishes of the donor, who may also choose to remain anonymous. In fact, we promise to listen and create opportunities that accommodate the interests of every donor.

Naming opportunities will last in perpetuity, subject to the terms and conditions of the relevant University policies.

All donations will be subject to scrutiny under the terms and conditions of the University's naming opportunities policy.\*

Opportunities to name

**3 buildings.**

**22 rooms.**

**Detailed pricing information is on the following pages** →

\*All room locations within buildings are correct at the time of printing. Room locations are subject to change without notice until full completion of the campus.

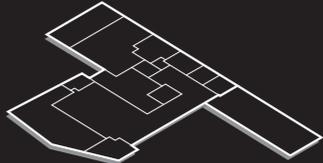


# The Learning Hub

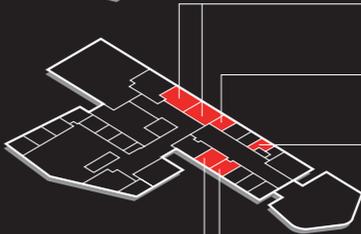
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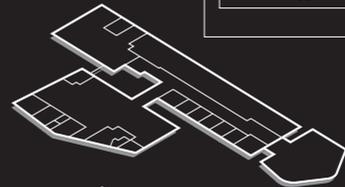
4th Floor



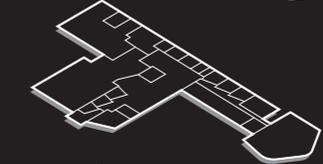
3rd Floor



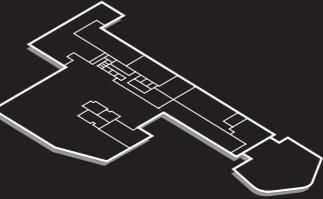
2nd Floor



1st Floor



Ground Floor



IT Suites  
£40,000

Paramedic Science Laboratory  
£50,000

Dentistry Laboratory  
£40,000

Nursing Room  
£50,000

Midwifery Room  
£50,000

THE UNIVERSITY OF NORTHAMPTON | WATTSVILLE CAMPUS  
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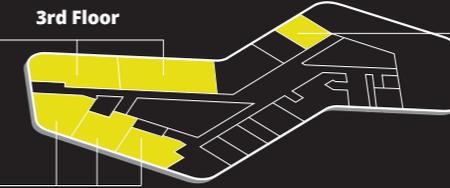
# The Creative Hub

## £2,000,000



### 3rd Floor

Photography Studio  
£35,000

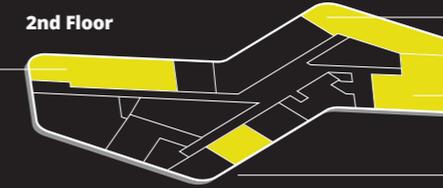


Foundation Art & Design Studio  
£35,000

Engineering Laboratory  
£35,000

### 2nd Floor

Fine Art Space  
£40,000



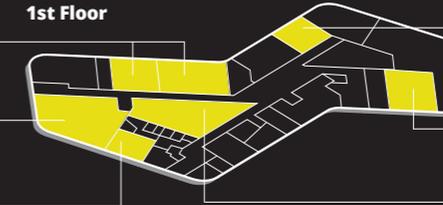
Fashion Studio  
£40,000

Print & Textiles  
£35,000

Computer Suite  
£35,000

### 1st Floor

Gaming Technology Space  
£40,000



Product & Interior Design Studio  
£40,000

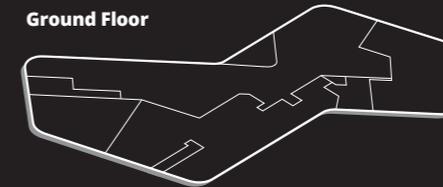
Illustration studio  
£40,000

Performance Studio  
£100,000

Exhibition Space  
£100,000

TV Studio  
£75,000

### Ground Floor



# Senate

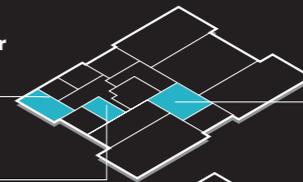
## £2,000,000



### 4th Floor

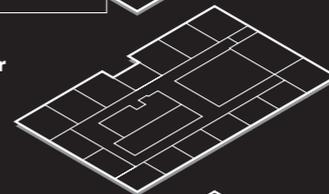
Boardroom  
£40,000

Committee Room 1  
£30,000

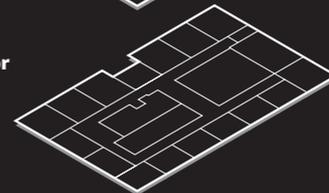


Committee Room 2  
£30,000

### 3rd Floor

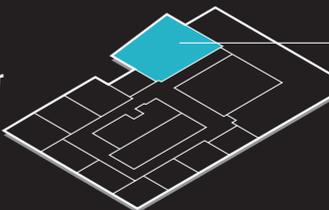


### 2nd Floor

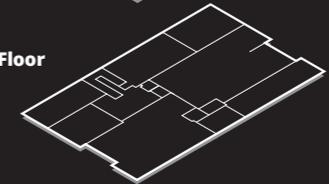


### 1st Floor

Lecture Theatre  
£250,000  
Seat in Lecture Theatre  
£200



### Ground Floor



# Why people think the naming campaign should be supported.

**The University of Northampton has a number of supporters who can see the benefits of having a naming campaign.**

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## “ Demonstrating Community Social Responsibility. ”

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**Stephen Catchpole**  
Chief Executive,  
South East Midlands  
Local Enterprise  
Partnership

**Tackling barriers to study is a vital element of a strategy to increase participation in HE among young people from disadvantaged backgrounds.**

Many of the businesses I meet are experiencing difficulty in recruiting the right person with the right skills at the right time. The University's initiative is an ideal way for businesses to become directly involved in improving the skills base of the area needed for a thriving economy. It also reinforces the relationship between business and the community by helping people in that community reach their full potential – a really practical way of demonstrating community social responsibility whilst having a commercial benefit. I have always been impressed by the University's commitment to the area and its continuing prosperity, and most of all its residents, and this initiative is truly reflective of that.

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## “ Collaboration with Partners and Supporters. ”

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**Martin Gaskell**  
Former Master,  
The Worshipful  
Company of  
Educators

**As the Higher Education Funding Council for England itself has recognised: 'A diverse student population is essential to vibrant intellectual enquiry and a resilient knowledge economy'.**

Yet many young people who are deserving of support are not getting it. A commitment to helping talented but disadvantaged young people goes back to the University's founding mission and was at the heart of the colleges out of which it developed. By enhancing the student experience, engaging with the community and promoting equality, diversity and social responsibility, the University will attract students from lower socio-economic backgrounds, support schools with records of low progression into HE and those living in low-participation neighbourhoods. The University is to be commended for collaborating with other organisations which can help them identify young people who could benefit from their outreach work.

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## “ Overcoming barriers to success. ”

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**David Laing**  
HM Lord Lieutenant  
of Northamptonshire

**The barriers to higher education are: sociological background; economics; and personal confidence.**

These are hurdles rather than barriers, as they can be overcome. I am fortunate to be in a position to support education through my Foundation and the charities I Chair to try to break down some of these hurdles. There should be nothing to prevent any child from any background achieving their full potential. A bright mind can be found in any young person, but it needs to be nourished. We who have achieved have often done so because investments have been made in us, and we therefore have an obligation to invest ourselves: giving time, financial and practical support and mentoring. There is great satisfaction in receiving a dividend on an investment. We should invest well, wisely and with generosity.



# Find out more.

**Do something today that our future will thank you for. We would be delighted to discuss all naming opportunities with you.**

For further information or the full terms and conditions of the Naming Opportunities policy, please contact:

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